



ORGANIZATION OF THE BLACK SEA ECONOMIC COOPERATION

Permanent International Secretariat

PRESS RELEASE ON ON THE “8th UNWTO SILK ROAD MINISTERS MEETING”

Berlin, 7 March 2018

The “8th UNWTO Silk Road Ministers Meeting” was held on 7 March 2018 on the side-lines of the “ITB Berlin Travel Trade Show”. For the first time, the BSEC PERMIS Secretary General was invited to participate and address the audience during the Ministerial Round Table.

The Meeting focused on the long-term tourism vision for the historic Silk Road routes and how to establish the Silk Road as one of the most important transnational tourism routes in the 21st century. During the Meeting of the Ministers and Heads of delegation of the 34 Member countries (Malaysia became the latest member to join), special attention was given to the tourism potential of Maritime Silk Road thematic routes, mainly across Asia. It was generally accepted that sustainability and trans-border regional cooperation and coordination will be key to fully develop the benefits of the Silk Road Tourism initiative.

Ambassador CHRISTIDES informed participants on the already existing close cooperation with the UNWTO for the realization of joint efforts in that direction, as well as on similar plans for the immediate future and conveyed the message to all 34 Silk Road member countries and to all stakeholders involved, to view and approach the BSEC Organization as a trustworthy interlocutor and partner in the joint work on establishing the Silk Road as an internationally renowned and seamless cultural tourism route.

On the side-lines of the Meeting, the BSEC PERMIS Secretary General had the opportunity to discuss with the Executive Director of the UNWTO, Mr. Zhu Shanzhong, the further steps to be taken in cooperation between the two Organizations.